

Scottsdale/Arizona

# Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area

City of Scottsdale

Ad Hoc Citizens Advisory  
Working Group

U R B A N   D E S I G N   A S S O C I A T E S

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# Appendices

## Strength/Weakness/Vision Summary

### Strengths

- Central location in the Valley
- Near Sky Harbor Airport, 101/202 freeways, Tempe, ASU, Downtown Scottsdale, Downtown Phoenix
- Great outdoor amenities including Indian Bend Wash, Papago Park, Zoo, Botanical Gardens
- Los Arcos Mall property - large cleared site in a strategic location
- Older historic neighborhoods with affordable housing
- Ethnic and age diversity
- Safe with a low crime rate
- Sense of ownership and community in the neighborhoods
- Sonoran Desert location, vista views to buttes and mountains
- Scottsdale “name” and brand

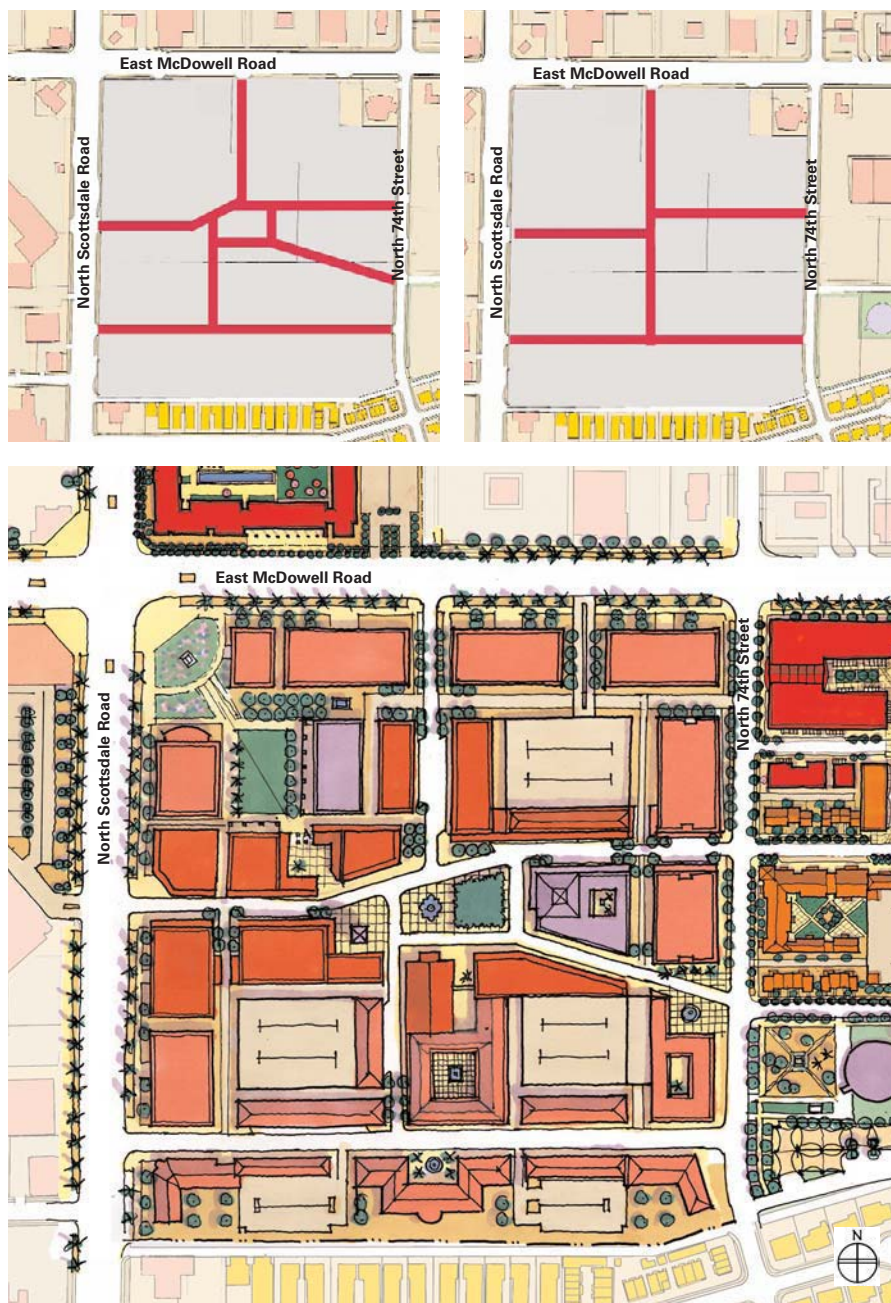
### Weaknesses

- Negative 13 year history of Los Arcos Mall site as an eyesore and a black cloud
- Loss of neighborhood retail, vacant retail stores, and the growth of unsavory businesses such as topless bars, massage parlors, tattoo parlors, and check cashing outlets
- Parts of neighborhoods with low income renters, absentee landlords, and blighted housing stock
- Not much variety in housing style or size
- Perception that south Scottsdale is declining and has been the neglected step child of the City
- Poor public transportation
- Missing neighborhood amenities such as a quality grocery store, movies, and restaurants
- Not connected to Downtown Scottsdale and ASU
- Feels ragged, characterless, pedestrian unfriendly
- No outdoor gathering place, public square, or shaded seating areas

### **Vision**

- High quality architecture, visually stimulating, but with a unique identity as a Scottsdale place
- Gathering place, village center, town square, pedestrian friendly with public art and recreation
- Vibrant urban place, a destination, with 24/7 vitality to attract the “creative class”
- Mixed use development with technology/research, offices, “Main Street” retail, entertainment, hotel, housing, and public open space
- Climate sensitive landscape design, contextual, native plants, sustainable, shade
- Higher density housing such as condos, lofts, townhouses, and live/work units
- Family friendly place, welcoming to all
- Strengthen existing neighborhoods with rehab housing and historic preservation programs
- Create transit connections to Downtown Scottsdale, ASU, General Dynamics, Scottsdale Health, and the future light rail station in Tempe
- Connect to the regional open space network including Indian Bend Wash, Papago Park, trails, and bike-ways

## Examples of Possible Applications of the Guidelines



### Alternative Frameworks

(top)

*The Site can be developed with a variety of different street and block configurations.*

### Illustrative Plan

(bottom)

*The Plan illustrates one way the Development Guidelines may be used to develop a Master Plan.*





**Illustrative View to the Site**

*The view into the site shows an internal open space surrounded by technology buildings.*



**Illustrative Internal Street**

*Internal streets are lined with on-street parking, attracting visitors and residents.*



**Illustrative Passages**

*Intimate self-shading spaces can create a fine grained pedestrian network.*